



## AIRFLASH AND CELLPOINT JOIN FORCES TO OFFER INTEGRATED END-TO-END LOCATION-BASED SERVICES

**LONDON—April 3, 2001—AirFlash, Inc, the premier development platform provider for building location-based wireless applications, and CellPoint Inc. (Nasdaq:CLPT), the world-leader in technologies and applications for mobile phone location services and telematics, today announced a partnership to jointly deliver end-to-end location-based services to GSM mobile operator customers worldwide. The companies plan to integrate AirFlash's SmartZone™ applications development platform with CellPoint's MLS (Mobile Location Services) Location Broker technology – a high-capacity network-based location services platform, as a turnkey solution for developing and deploying location-based services. Their first customer is German-based mobile operator E-Plus Mobilfunk GmbH who is scheduled for commercial launch in the second quarter of 2001.**

“CellPoint and AirFlash have teamed up to offer a complete location-based services portfolio that enables operators to rapidly deploy a wide range of high value services to customers,” said **Korak Mitra**, chief operating officer of AirFlash. “Combining our SmartZone platform with Cellpoint's MLS technology gives operators throughout Europe a proven combination for location-based services that will drive usage of mobile Internet services by delivering services of real value.”

**Lars Persson**, CEO of CellPoint Systems adds, “According to recent research, location-based services are the “killer applications” that will take the mobile phone and mobile Internet industries to new heights of sophistication and usage. Our alliance with AirFlash provides the marketplace with a full-service offering to make this vision a reality, quickly and robustly.”

CellPoint has announced several commercial agreements for its location technology and services. Mobile Location System is the next generation of CellPoint's existing commercial solutions. It supports the location of all GSM circuit-switched and GSM GPRS Class 1 & 2 phones without the need for terminal or SIM card upgrades. Supporting the location of mobile phones in both idle and active mode provides the capabilities needed by all types of location applications including fleet management, friend finder and local information services, as well as handling authentication, authorization and subscriber privacy management.

AirFlash designs, builds and deploys a comprehensive family of software solutions, collectively called SmartZone. AirFlash SmartZone products enable wireless carriers and portals to offer location-based services (LBS) to their mobile customers. Products range from the LBS-fortified SmartZone development platform for building custom applications, to an immediately deployable solution that includes the SmartZone platform and pre-packaged applications for fastest time to market.

**About AirFlash**

AirFlash empowers mobile carriers and portals with products for building location-based wireless services, including SmartZone platform and applications. Founded in July 1998 by industry pioneer Rama Aysola, AirFlash is a privately held company based in Saratoga, Calif., with offices in the United Kingdom, Germany and France and funding from investors Inktomi Corp., Bay Partners, Band of Angels, PTI, Trio Investments and Pitch Johnson/Asset Management Company. AirFlash also has a strategic alliance with Inktomi to enable advanced m-commerce and search capabilities tailored for mobile users. For more information, visit [www.airflash.com](http://www.airflash.com).

**About CellPoint**

**CellPoint Inc. (Nasdaq & Stockholm OM Exchange: CLPT, [www.cellpoint.com](http://www.cellpoint.com))** is a US company with subsidiary operations in Sweden, Great Britain and South Africa delivering location and wireless telemetry services in co-operation with cellular operators worldwide. CellPoint's end-to-end cellular location technology works in unmodified GSM networks and uses standard GSM or WAP phones and standard Internet services. Several commercial applications are available for business and personal location services including Resource Manager™ for mobile resource management, iMate™ for location-sensitive information and Finder™, an application for locating friends and family. Subsidiary Unwire's programmable telemetry terminal servers are also integrated with the CellPoint System Platform enabling a broad range of applications for wireless remote management and control.

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